

**Australia's World Hepatitis Day 2022
Social media & marketing toolkit**

E: comms@hepatitisaustralia.com

Ph: +61 2 6232 4257

W: www.worldhepatitisday.org.au

Theme

The global and Australian theme for World Hepatitis Day 2022 is “Hepatitis Can’t Wait”.

“Hepatitis Can’t Wait” brings together the World Hepatitis Alliance, World Health Organization and a global network of over 300 WHA members in nearly 100 countries. The campaign highlights the need to accelerate hepatitis B and hepatitis C elimination efforts, especially during the COVID-19 pandemic.

Alongside this, it also highlights the social injustice and inequity caused by the current lack of action on hepatitis elimination and focus on the positive action needed to get on track to meet our 2030 elimination goals.

The theme passionately demands urgent action from all stakeholders and the population. It aims to unite the global and national community to demand decision makers prioritise the elimination of viral hepatitis.

Logo

The campaign logo is available in three colour options for use on different background colours – a primary campaign logo for use on light backgrounds and two reversed logos for use on Space Blue and Fire Orange. [Download logos](#)



Colours

The campaign colour palette features a selection of attention-grabbing colours which are used to make this campaign bright, impactful and emotive. For flexibility and range, tints of the campaign colour palette are permitted.



Font

The campaign font is Helvetica World. Helvetica World is available in two weights – Bold and Regular. If you do not have Helvetica World available to you, please either use the system fonts Helvetica Neue, Arial or Open Sans Bold as a substitute.

Assets

Assets that you can use on social media and in other marketing spaces include:

- Hep Can't Wait logo
- WHD 2022 Factsheet
- GIFS
- Social media tiles
- Canva template

[You can download the visual assets here.](#)

Hashtags

- *#WorldHepatitisDay*
- *#HepCantWaitAu*

Twitter tags (optional):

- World Hepatitis Alliance: @Hep_Alliance
- World Health Organization: @WHO
- Hepatitis Australia: @HepAus

Key messages:

Message – Global Campaign	Message – Australian campaign 2021	Message – Australian campaign 2022	The details
With a person dying every 30 seconds from a hepatitis related illness – even in the current COVID-19 crisis – we can't wait to act on viral hepatitis	Australia can't wait to eliminate hepatitis!	Australia can't wait to eliminate hepatitis!	<ul style="list-style-type: none"> • Include an explicit goal of 2030 elimination in the next iteration of the National Hepatitis B Strategy and National Hepatitis C Strategy
People unaware they are living with viral hepatitis can't wait for testing	People who are undiagnosed, can't wait for viral hepatitis testing <i>(Accompanying text to reference complete/full testing to capture partially diagnosed)</i>	Australians can't wait to know their hepatitis status	<ul style="list-style-type: none"> • Ensure all Australians know their hepatitis B status by adopting population-wide hepatitis B testing • Increase the availability of testing technologies including dry blood spot testing, self-testing, and point of care testing.
People living with hepatitis can't wait for life saving treatments	People living with hepatitis can't wait for life saving treatments	People living with hepatitis can't wait for life saving treatments	<ul style="list-style-type: none"> • Increased funding is needed for research to find a cure for hepatitis B

Expectant mothers can't wait for hepatitis screening and treatment	Expectant mothers can't wait for hepatitis screening and treatment	Expectant mothers can't wait for hepatitis screening, treatment and support	<ul style="list-style-type: none"> • Hepatitis screening during pregnancy is a key time for diagnosis, but adds stress and complexity. • Hepatitis B treatment during pregnancy is safe and reduces transmission to babies.
Newborn babies can't wait for birth dose vaccination	Newborn babies can't wait for birth dose vaccination	Newborn babies can't wait for birth dose vaccination	<ul style="list-style-type: none"> • Babies born to mothers with hepatitis B need access to birth dose vaccination. • All birth hospitals should stock immunoglobulin for babies born to mothers with hepatitis B • Improved systems and communication channels can reduce missed birth dose vaccination.
People affected by hepatitis can't wait to end stigma and discrimination	Ending stigma and discrimination for people living with hepatitis can't wait .	Australians can't wait for equitable health care and access to prevention	<ul style="list-style-type: none"> • People in prisons need access to hepatitis prevention, testing and treatment • Remote communities need equitable hepatitis testing and treatment
Community organisations can't wait for greater investment	Community organisations can't wait for greater investment	Community organisations can't wait for greater investment	<ul style="list-style-type: none"> • There are less than 20 hepatitis B community workers in Australia. • We need to establish a hepatitis B specific community workforce to bridge the gap between community and the

			<p>health system and establish partnerships with people affected by hepatitis B</p> <ul style="list-style-type: none"> • Maintain Australia's National Hepatitis Infoline to ensure all Australians have access to single point-of-contact for timely, confidential, non-stigmatising hepatitis advice.
Decision makers can't wait to act now on hepatitis elimination	Decision Makers can't wait to prioritise hepatitis elimination through effective policy and funding. Investment now saves lives and money.	Decision Makers can't wait to prioritise hepatitis elimination through effective policy and funding. Investment now saves lives and money.	<ul style="list-style-type: none"> • Provide a minimum of four years' implementation funding for the five separate National Blood Borne Virus and Sexually Transmissible Infections Strategies (including the National Hepatitis B Strategy, National Hepatitis C Strategy and the National Aboriginal and Torres Strait Islander BBV and STI Strategy) • Explicitly prioritise liver cancer prevention and responses in Australia's Cancer Plan and related policies • Review Australia's long-term health plan (developed prior to the COVID-19 pandemic) to ensure sufficient inclusion of communicable disease responses

AUSTRALIA CAN'T WAIT TO ELIMINATE HEPATITIS!

World Hepatitis Day- 28 July 2022
National Hepatitis Infoline: 1800 437 222
worldhepatitisday.org.au
#HepCantWaitAu
#WorldHepatitisDay



Decision Makers **CAN'T WAIT**
to prioritise hepatitis
elimination through effective
policy and funding.
**Investment now saves lives
and money.**

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With a person dying every
30 seconds from a hepatitis
related illness – we **CAN'T WAIT**
to act on viral hepatitis.



Australians **CAN'T WAIT** to know their hepatitis status.

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[Download tiles here.](#)

Example Tweet:

With a person dying every 30 seconds from a hepatitis related illness – we can't wait to act. #WorldHepatitisDay brings the world together to raise awareness of the global impact of viral hepatitis and to influence real change. #HepCantWaitAu <https://www.worldhepatitisday.org.au/>

Example Facebook/Instagram post:

With a person dying every 30 seconds from a hepatitis related illness – we can't wait to act. #WorldHepatitisDay brings the world together to raise awareness of the global impact of viral hepatitis and to influence real change.

- Australia can't wait to eliminate hepatitis!

- Australians can't wait to know their hepatitis status
- People living with hepatitis can't wait for life saving treatments
- Expectant mothers can't wait for hepatitis screening, treatment and support
- Newborn babies can't wait for birth dose vaccination
- Australians can't wait for equitable health care and access to prevention
- Community organisations can't wait for greater investment
- Decision Makers can't wait to prioritise hepatitis elimination through effective policy and funding. Investment now saves lives and money.

We have a vaccine for hepatitis B and for hepatitis C we have a cure. #HepCantWaitAu
<https://www.worldhepatitisday.org.au/>

Activation: Using the theme in different contexts

We anticipate that the way the "Hepatitis Can't Wait" theme will be used will vary greatly depending on your organisational goals and mission.

Hepatitis Australia is happy to work with individual organisations to assist them with implementing the theme and impacting decision makers. Even if you are using a different theme, we encourage you to use the hashtags and take on the spirit of "Hepatitis Can't Wait" by demanding action from decision makers.

[Please register your events using the form available on the WHD website](#) or email comms@hepatitisaustralia.com